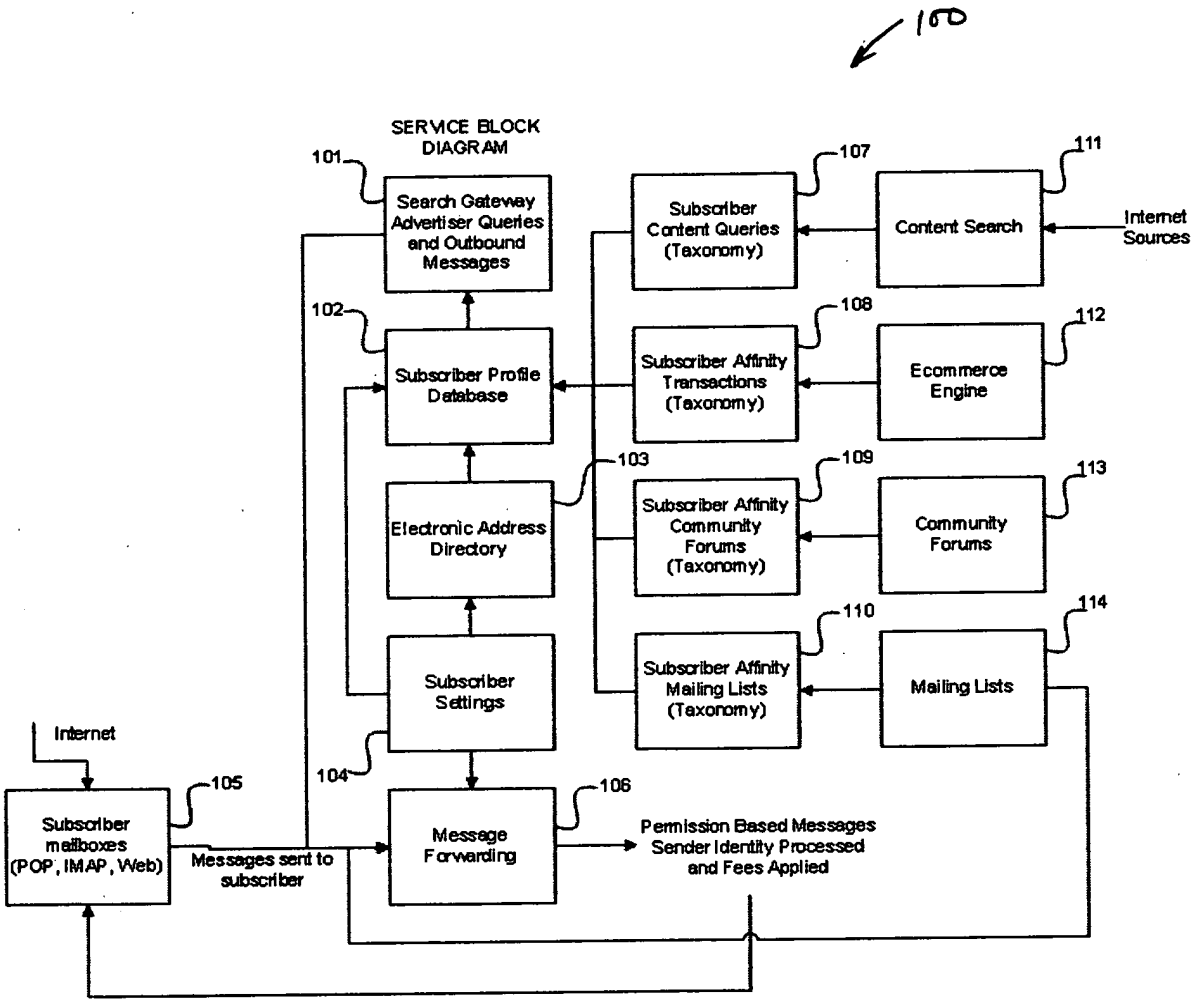

100
SERVICE BLOCK DIAGRAM
101
Search Gateway Advertiser Queries and Outbound Messages
102
Subscriber Profile Database
103
Electronic Address Directory
104
Subscriber Settings
105
Subscriber mailboxes (POP, IMAP, Web)
Internet
Messages sent to subscriber
106
Message Forwarding
Permission Based Messages Sender Identity Processed and Fees Applied
107
Subscriber Content Queries (Taxonomy)
108
Subscriber Affinity Transactions (Taxonomy)
109
Subscriber Affinity Community Forums (Taxonomy)
110
Subscriber Affinity Mailing Lists (Taxonomy)
111
Content Search
Internet Sources
112
Ecommerce Engine
113
Community Forums
114
Mailing Lists

FIGURE 1

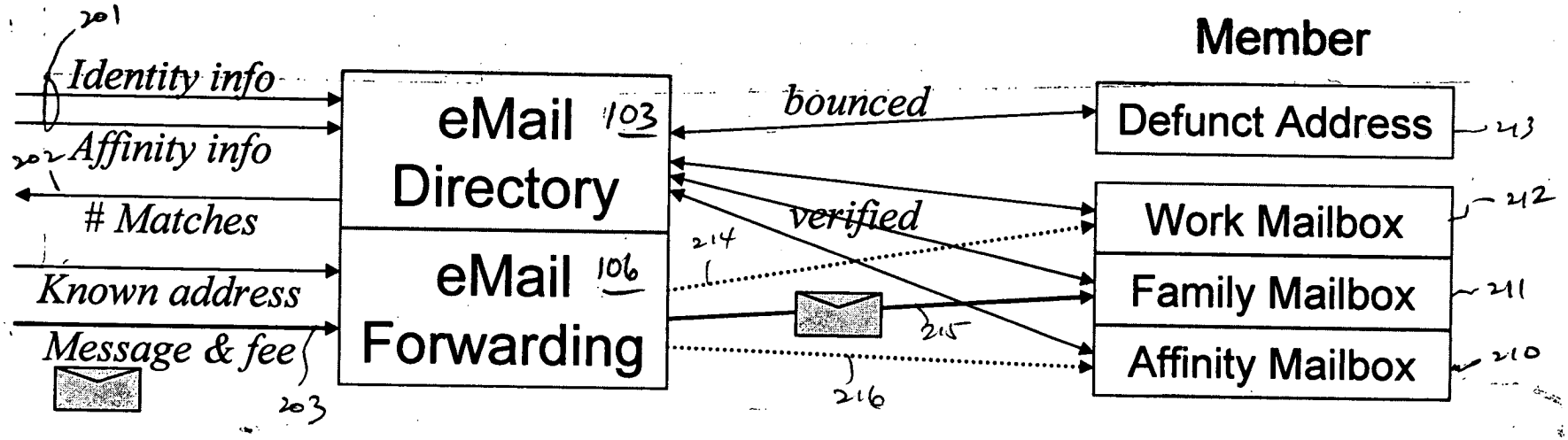

201
Identity info
202
Affinity info
Matches
Known address
Message & fee
203
eMail Directory
103
eMail Forwarding
106
bounced
verified
214
215
216
Member
Defunct Address
213
Work Mailbox
212
Family Mailbox
211
Affinity Mailbox
210

FIGURE 2

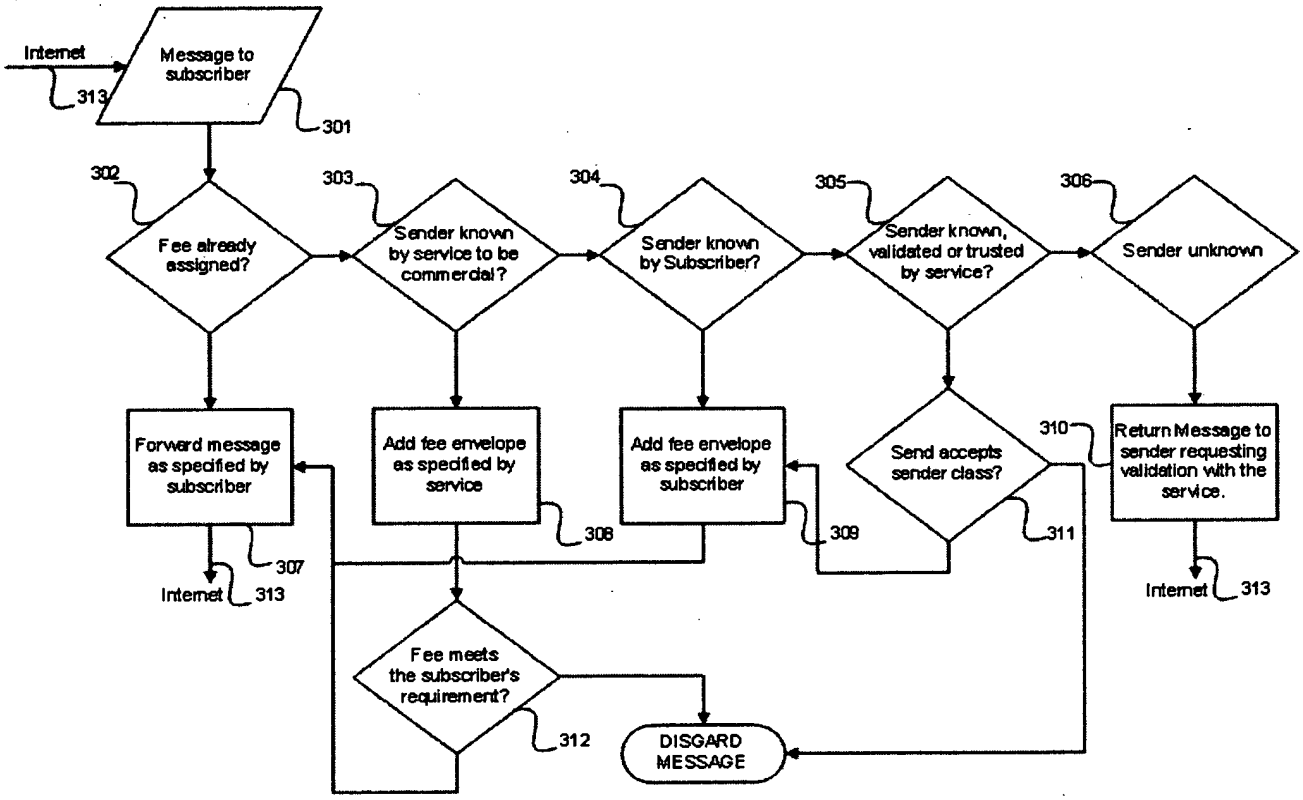

Internet
313
Message to subscriber
301
302
Fee already assigned?
303
Sender known by service to be commercial?
304
Sender known by Subscriber?
305
Sender known, validated or trusted by service?
306
Sender unknown
Forward message as specified by subscriber
307
Internet
313
Add fee envelope as specified by service
308
Add fee envelope as specified by subscriber
309
Send accepts sender class?
310
311
Return Message to sender requesting validation with the service.
Internet
313
Fee meets the subscriber's requirement?
312
DISGARD MESSAGE

FIGURE 3

EXAMPLE COMMERCIAL EMIAL

FROM Best Airlines <promo@best-airlines.ooo>

SUBJECT [AFFINI] {0.22c} Fly By Wednesday on The Best Airlines

400

AFFINI ENVELOPE : VERIFIED COMMERCIAL POSTAGE PAID

[ACCEPT POSTAGE] [RETURN POSTAGE]

FLY FREE BETWEEN NOW AND WEDNESDAY. FREE FLIGHTS TO TUCSON. APRIL 5th to APRIL 7th.

[AFFINI SETTINGS]

401

EXAMPLE COMMERCIAL EMIAL

FROM Billy Gee <boss@competition.com>

SUBJECT [AFFINI] {$1.00} Let's do it!

402

AFFINI ENVELOPE :
TRUSTED SUBSCRIBER : NO RELATIONSHIP YET : POSTAGE PAID

[ACCEPT POSTAGE] [RETURN POSTAGE]

It was great to meet you today. Lets sign the deal and get it done!

Bill G

[AFFINI SETTINGS]

403

EXAMPLE VERIFIED EMIAL FROM KNOWN SENDER

FROM My Mom <mom@home.ooo>

SUBJECT [AFFINI] {FRIEND} I've made Apple Pie

404

AFFINI ENVELOPE : VERIFIED USER

Dear Son,

I have made you some Apple Pie and Custard as a gift of my affection.

Love,
Mom

[AFFINI SETTINGS]

405

FIGURE 4

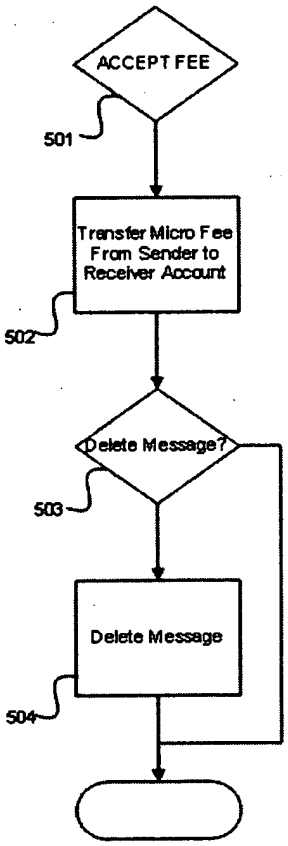


FIGURE 5

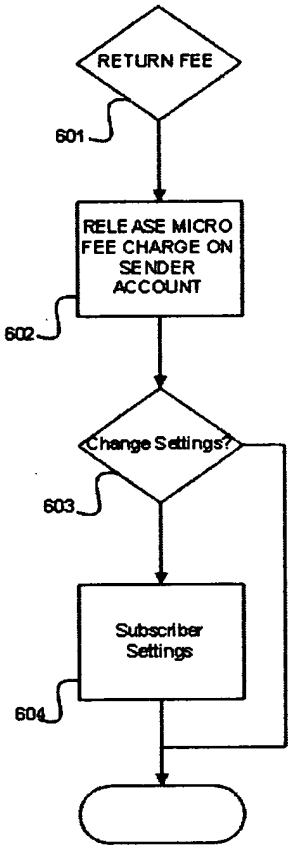


FIGURE 6

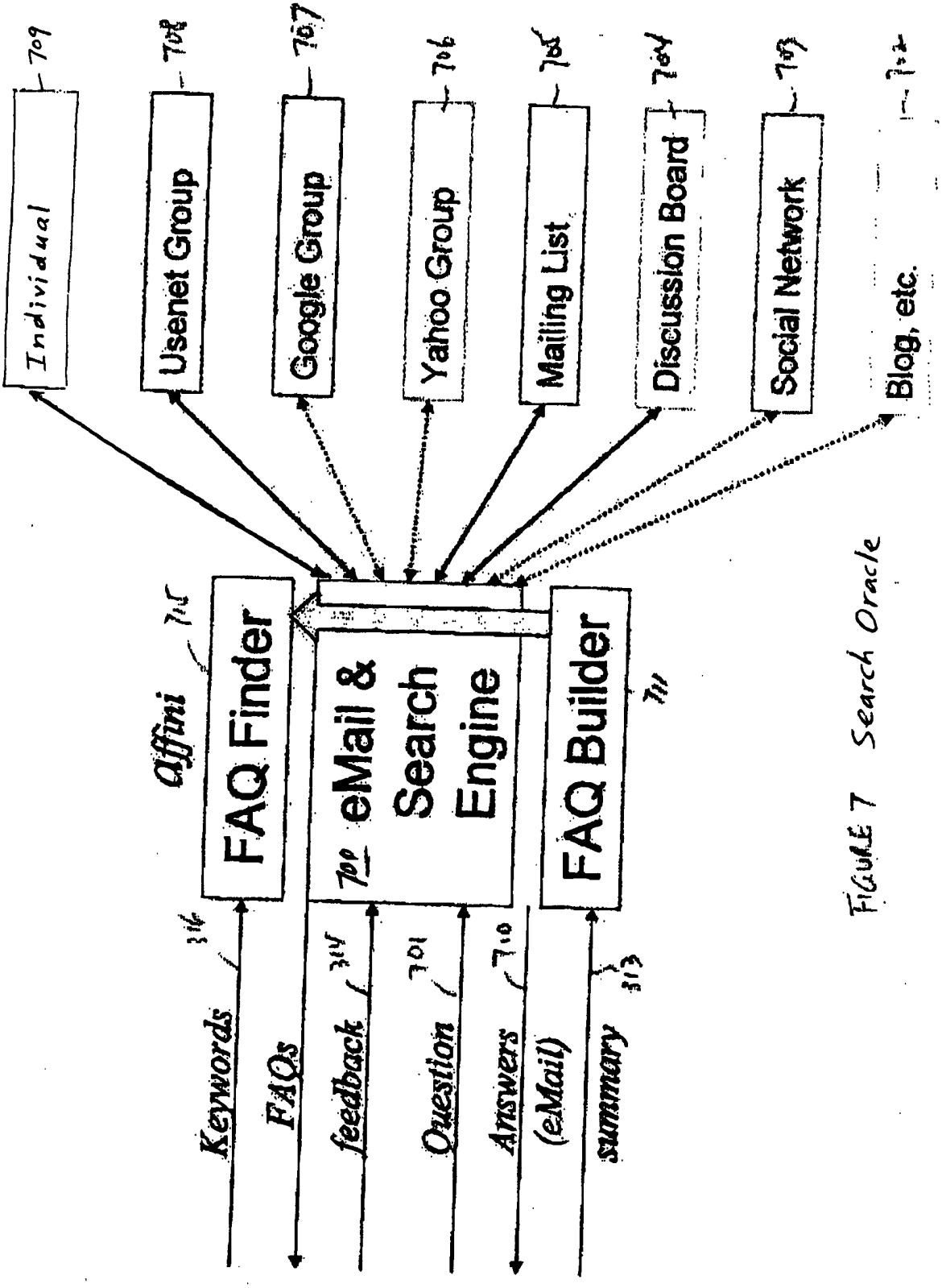


FIGURE 7 Search Oracle

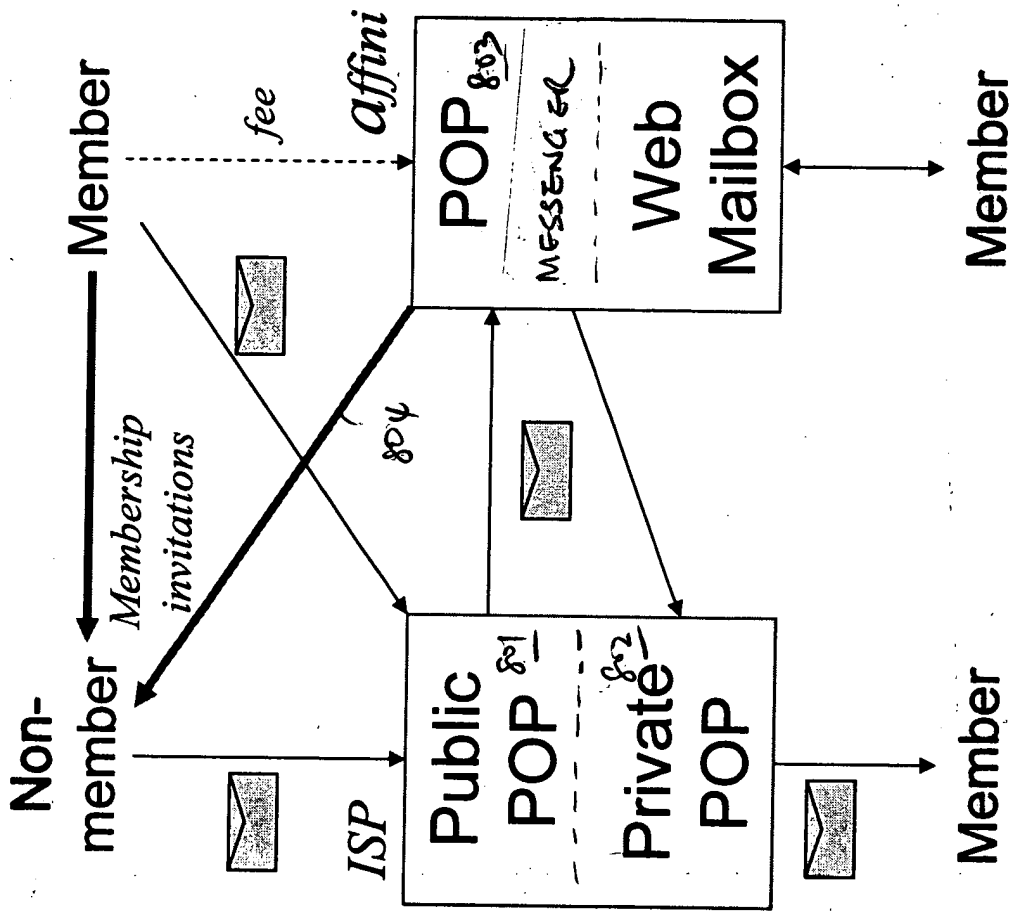

Non-member
Member
Membership invitations
fee
affini
POP
803
MESSENGER
Web Mailbox
Member
804
ISP
Public POP
801
Private POP
802
Member

Figure 8

Opt-in Member (high value)
Opt-in Member (high value)
Opt-in Member (high value)
Opt-in Member (high value)
X Opt-in Member (low value)
affini
Consumer Search Gateway
101
Advertiser
Direct Marketer
901 Search keywords
902 geo/demographic, affinity match criteria
903 Ad, exp, #, $

Figure 9

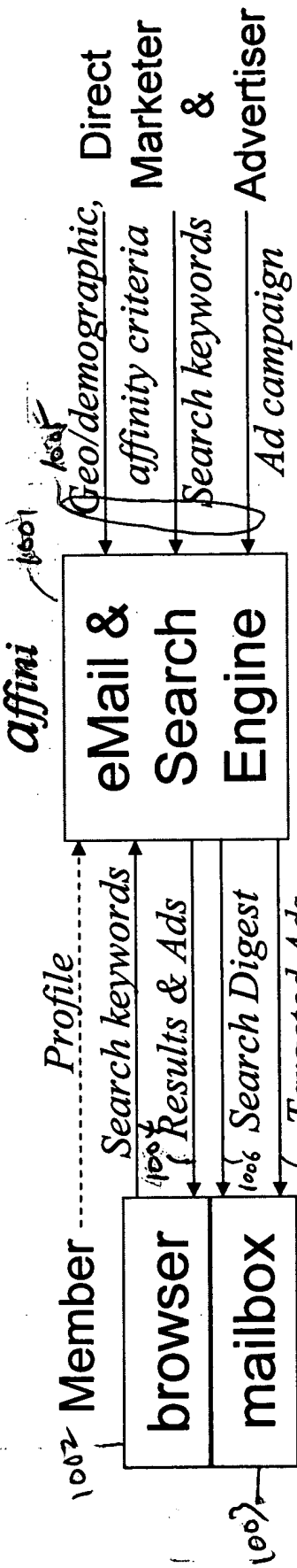

affini
1001
eMail & Search Engine
Direct Marketer & Advertiser
Geo/demographic,
affinity criteria
Search keywords
Ad campaign
1004
1005
Profile
Search keywords
Results & Ads
Search Digest
Targeted Ads
1006
1007
Member
1002
browser
mailbox
1003

FIGURE 10

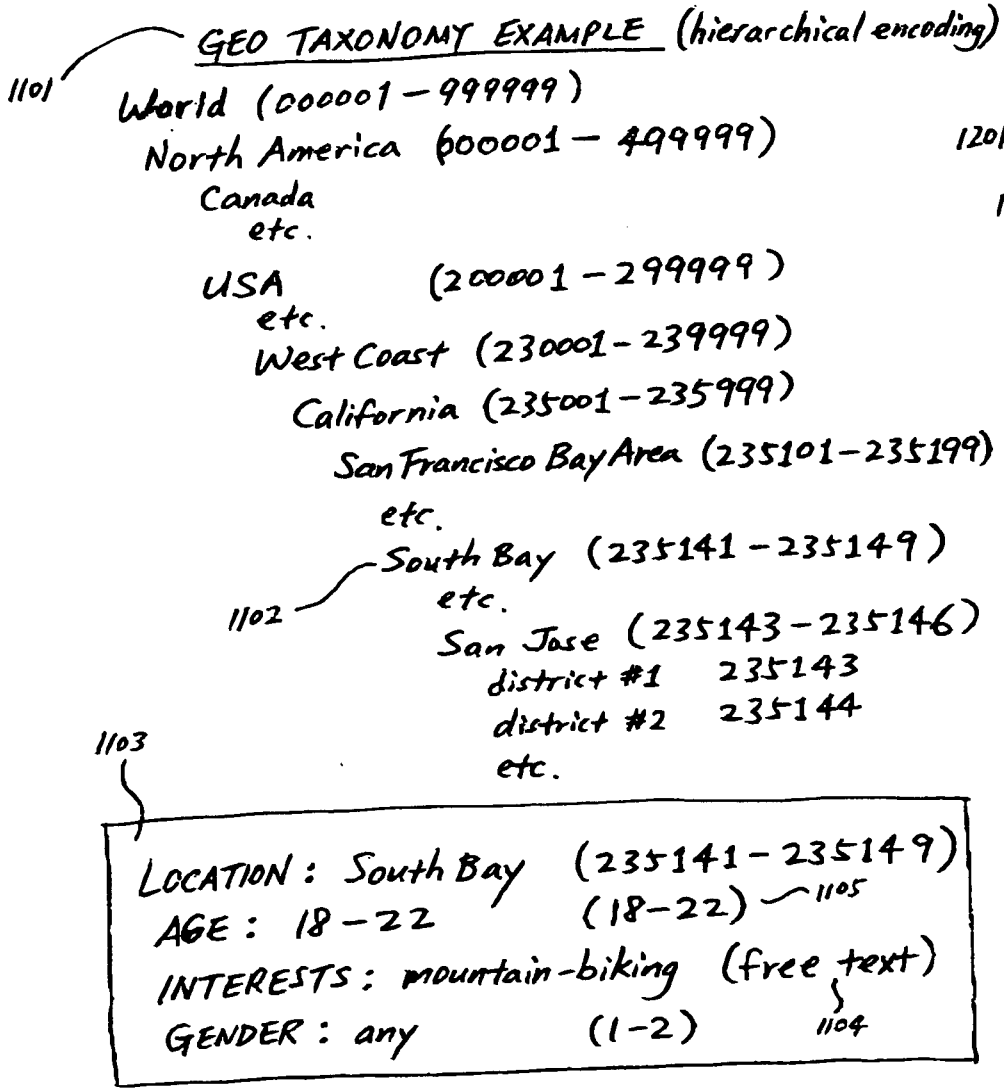


FIGURE 11

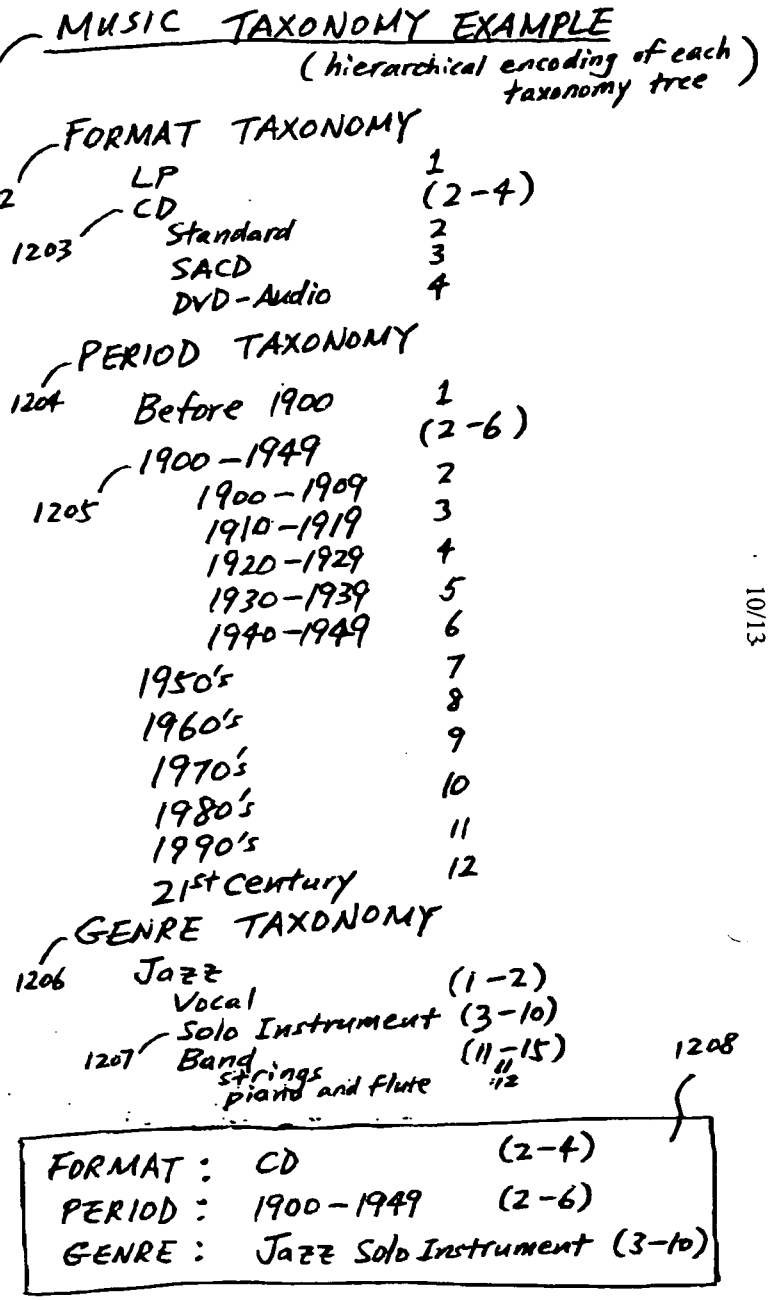


FIGURE 12

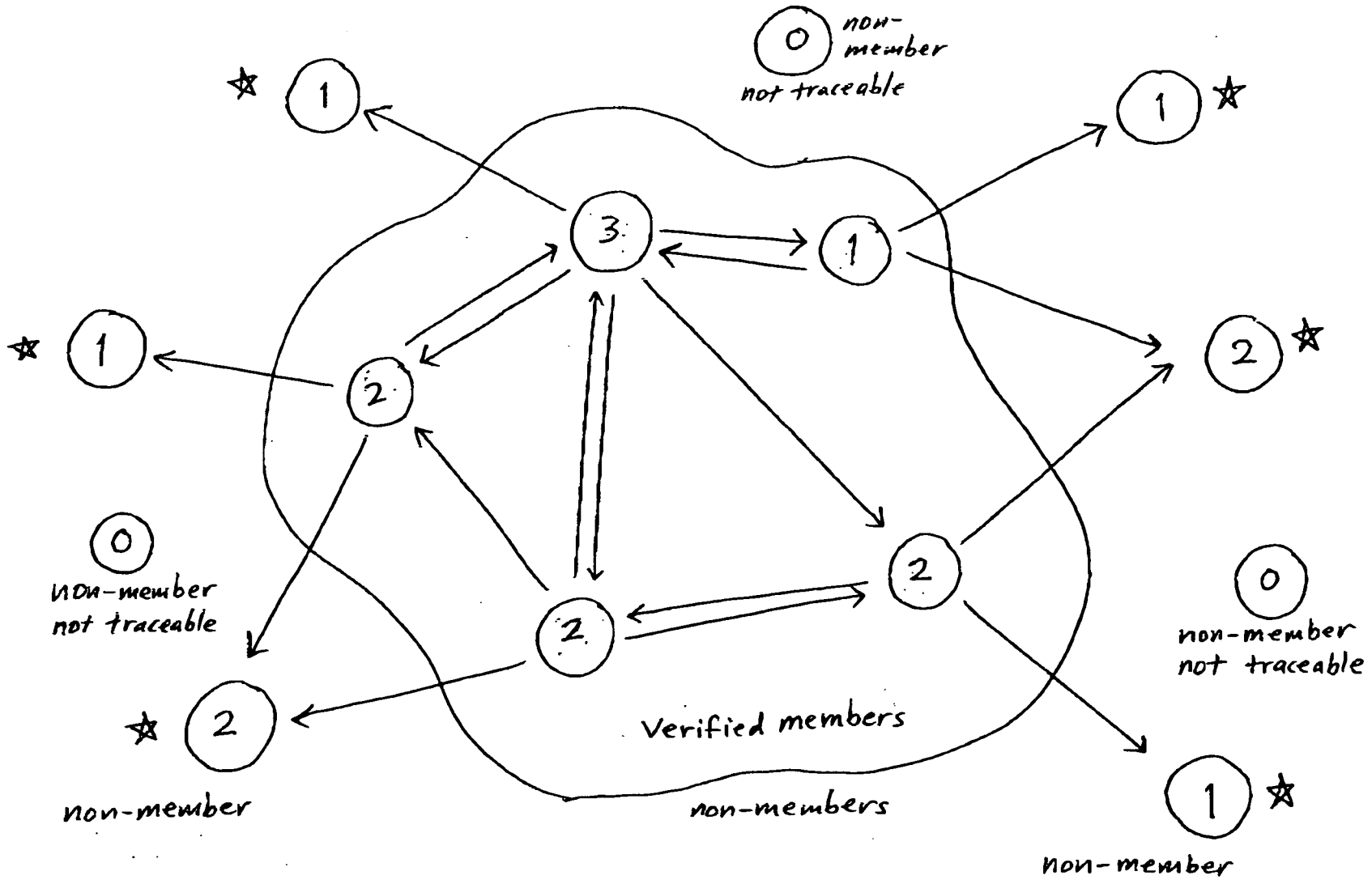
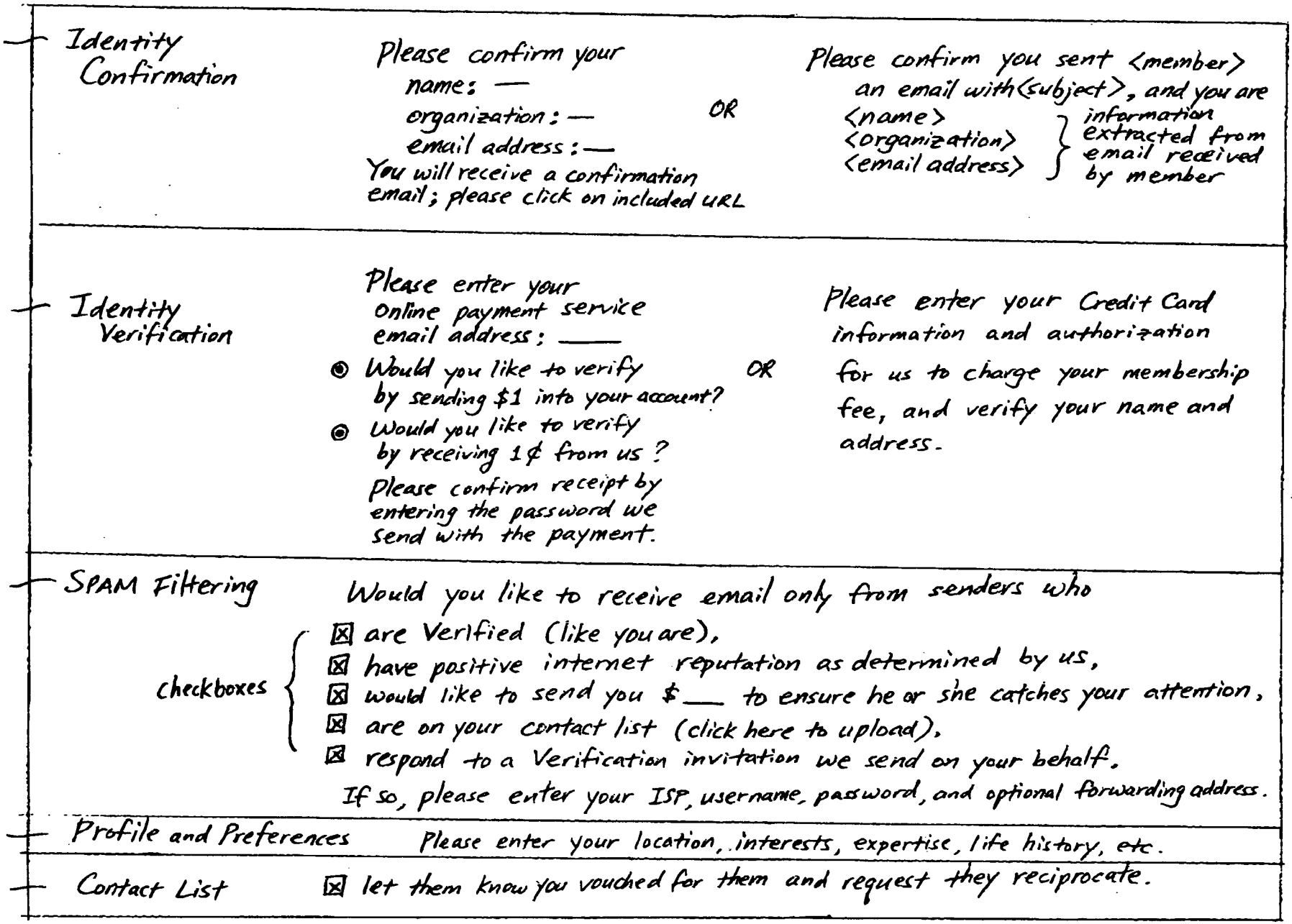

0
non-member
not traceable
1
1
3
1
1
2
2
1
2
0
non-member
not traceable
2
2
0
non-member
not traceable
2
Verified members
non-members
1
non-member
non-member
1301
Vouch-for relationship
(contact list)
1302
#
reputation score
based on vouch-for
1303
Traceable non-member

FIGURE 13



USER REGISTRATION PROCESS

FIGURE 14

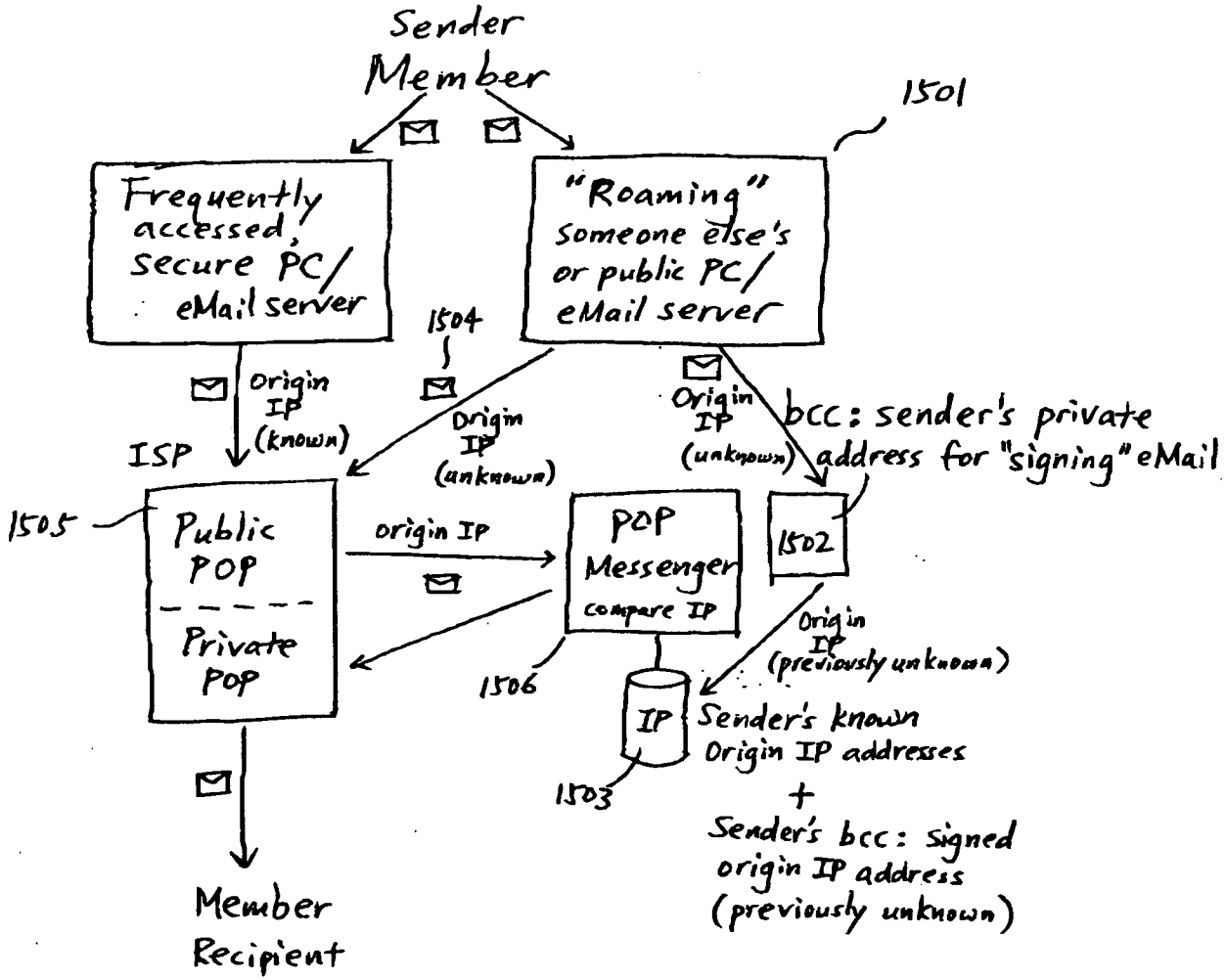

Sender
Member
1501
Frequently accessed, secure PC/ eMail server
"Roaming" someone else's or public PC/ eMail server
1504
Origin IP (known)
ISP
Origin IP (unknown)
Origin IP (unknown)
bcc: sender's private address for "signing" eMail
1505
Public POP
Private POP
origin IP
POP Messenger compare IP
1502
Origin IP (previously unknown)
1506
IP
Sender's known Origin IP addresses
+
Sender's bcc: signed origin IP address (previously unknown)
1503
Member Recipient

FIGURE 15